



Overview of the Company's Background, Experience and Capabilities

Background and Company's Divisions

We have been in business for 22 years. In 1996 we adopted our current corporate form, as Competitividad Empresaria Sociedad Anónima.

Our service areas include:

- A. **Consulting.** A practice related to organizational development and cultural change, focused on customer centric management.
- B. **Training.** Programs related to the development of soft skills, including ontological coaching capabilities and stress management.
- C. **Research.** Internal client surveys and tracking of customer satisfaction and customer loyalty.
- D. **Software.** Applications related to business planning, quality assurance and training management.

The **CE** Research division has accumulated an eight-year experience. During such time we have conducted more than 1000 studies.

The Research division works in 35 Latin-American countries in three languages for a leading global Fortune 500 Company among other important national and international clients.

An overview of our Company's strengths

All our services and practices have been based on an advanced, systemic, total-quality management approach, focused on our customers' own experience.

Our general experience with quality, process management and cultural change issues, and in particular our work for this world leading company in all Latin-America, gives us an in-depth understanding of global leading clients' expectations, and an ability, as a prospective partner, to meet such expectations based on our wide-ranging outlook and expertise.

The reputation of **CE** in the argentine market as a reliable and highly professional company gives it access to a wide network of human resources whose cooperation allows us to meet high-level requirements in consulting, training, research and statistical areas.

CE occupies its own facilities in a two-floor building that accommodates our commercial offices, training center, quality call center and systems laboratory headquartered in the city of Buenos Aires, in Argentina.

CE leadership and management are in the hands of its own shareholders. This ensures that a direct responsibility is assumed to provide our clients the best value and go that "extra-mile" in response to our client's needs.



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Competitividad Empresaria's strategic direction for growth

The goals of CE's strategic plan include:

1. Retaining current clients by providing them the highest-quality, best-value service, and establishing with them a meaningful interaction and relationship.
2. Developing new innovative services tailored to our client's needs.
3. Keeping focus on Organizational and Leadership Development through Ontological Coaching and **DCM** (Dynamic Customer Monitoring).

Relevant Information on CE

CE has been working in client research for a leading global company for the last eight years, and has established with this client business units flexible and proactive relationship.

CE training division has extended capabilities to train interviewers and endow them with state-of-the-art, ontological coaching soft skills.

CE Quality Call Center calls are well received by corporate professionals. They have frequently acknowledged the quality and considerate soft skills of our interviewers.

CE knows the client's needs, and the diversity of its product lines, businesses and markets. Thus, **CE** is familiar with creating questionnaires, time requirements and methodologies adapted to these needs.

CE has an extensive know-how to conduct research activities on Latin-Americans B2B and B2C professionals and customers.

CE and its professionals have designed and implemented Consultancy, Training and Research projects that have positively contributed to the development of leading private and public companies like: Banelco, Bongrain Group, Buenos Aires State Bank, Citibank, Hewlett Packard, Pan American Health Organization, Philips, Siemens and Whirlpool.

Competitividad Empresaria S.A., the first Latin-American company to have jointly certified the Customer Satisfaction and Loyalty Research, Consulting and Training Services with the ISO 9001:2000 standards.

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